R.J. Reynolds
Tobacco Company

G. H. MOULTON
Key Account Manager

6500 Jericho Turnpike, Suite 207
Commack, NY 11725
516-499-0254
Fax 516-499-0572
Voice Mail 800-757-8255
Ext. 46958

July 3, 1996

To: 1110 ROU
1210 ROU ✓
1310 ROU
1610 ROU
1710 ROU
2910 ROU

(For All Managers & Reps W. Pharmhouse)

Subject: ***Pharmhouse - Winston 20¢ Off A Pack Coupon Promotion***
(ID# 1122 00 00)

Mr. Ray Sanger, Buyer has authorized a 20¢ Off A Pack Coupon on a 15 carton distribution of Winston brands to all Pharmhouse stores.

Product should be placed in a separate Floor Base display. Recommend you use item # 469562 Stairstep Package Dump Bin With Window. Product should be couponed at the distributors.

I have ordered 20¢ off a pack coupons that will be forwarded to the involved Account Managers that handle Stomel, Herkimer and Mansfield.

Thank you for your assistance.

Sincerely,

George H. Moulton

GHM/pk
atts. (3)

cc: H. Burke
R. Noonan
S. Schwalm

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	26
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

"We work for smokers."

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PHARMHOUSE

WINSTON $.20 OFF A PACK

- THE ABOVE PROMOTION WILL BE SHIPPED TO ALL STORES THE WEEK OF ~~JUNE 17~~ FOR A FLOOR DISPLAY TO BE PLACED THE WEEK OF ~~JUNE 24~~ ASAP. WITH THE FOLLOWING LOAD:

WINSTON KING	5
WINSTON BOX	3
WINSTON 100	2
WINSTON LT KING	3
WINSTON LT BOX	2
TOTAL	15

- COUPONS TO BE PLACED ON PRODUCT BEFORE SHIPMENT TO STORES AT DISTRIBUTORS
- RJR REPS TO PLACE FLOOR DISPLAY AT PACK SELLING AREA.

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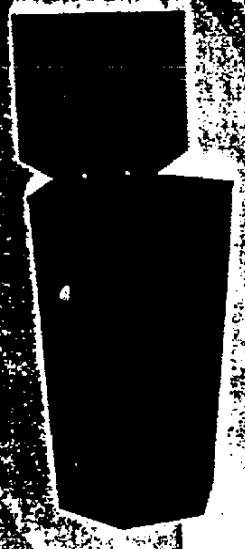
Source: https://www.industrydocuments.ucsf.edu/docs/gxmn0000

14"(W) x 15"(H) x 10½"(D)
SKU: 25

1996
1996
1996
1996
1996
1996
1996
1996

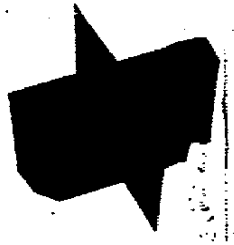
FLOOR DUMP BIN DISPLAYS & CELL DIVIDERS



STAIRSTEP PACKAGE
DUMP BIN WITH WINDOW
#469562
Max. Capacity: 160 Packs
17¼"(W) x 48½"(H) x 16"(D)
SKU: 1

LARGE DUMP BIN FLOOR
#171239
Max. Capacity: 260 Packs
21"(W) x 48"(H) x 17"(D)
SKU: 5

LARGE DUMP BIN
2/4 CELL DIVIDER
#185308
SKU: 25



RJ Reynolds
Tobacco Company

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Everything you need for health

Pharmhou$e

and home...for less!

BUYING AND EXECUTIVE OFFICES
860 BROADWAY, NEW YORK, NY 10003

STORE # A2C

PROMOTIONAL CIGARETTE DISPLAY OFFER

COMPANY R.J. Reynolds Tob. Co.

BRAND Winston

DISPLAY Floor Display

CONSUMER OFFER 20¢ off Pack

DISPLAY PERIOD FROM 6/24/96 TO 7/12/96

PAYMENTS WILL BE MADE AT THE NEW YORK OFFICE.

BUYER

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